

FIG. 1

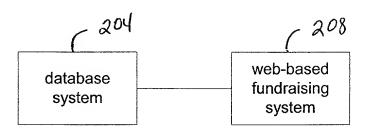


FIG. 2

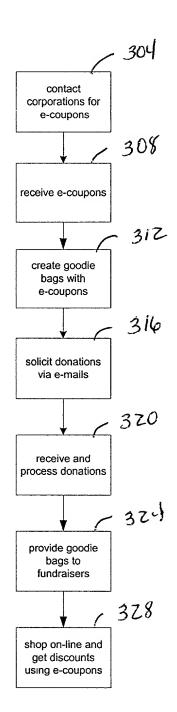


Fig. 3

# I added prospects into our contact management system.

	Kintera			Welcome:	Susan Daniher with Kintera	h Kintera			Help   Logout   Contact Us	stact Us
All Individuals           Search for I all Individuals           Prex 1 2 3 4 5 6 2 8 Next           Contacts (8 pages), [20 2] contacts per page.           Frex 1 2 3 4 5 6 2 8 Next           Frex Name         Coldwater Creek         N/A           I manage         Bo DEGA Fudge         Bo DEGA         N/A           I manage         Bouloum Survices         Buy, com         N/A           I manage         Coldwater Creek         Coldwater Creek         N/A           I manage         Colorfullmages, com         N/A	Sphere			MY SPHERE	ADMINISTRATION GOVE	DEVELOPMENT	>	REPORTS		
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Search for           Search for           Search for           Search           <		MI Ind	ividuals			;			,	
Showing 21-40 of 160 contacts (8 pages), I20 ★ Gomback per page.           Prex. 1         2 3 4 5 6 7 8 Next         Last Name         Combany Name         Elitst Name         N/A         N/A<	All Individuals All Organizations	Searc	h for	<u> </u>	L	Search	ow All Records			
Prev         1 2 3 4 5 € 2 8 Next         Last Name         Company Name         £1ty         51         Ph           1         Nanage         Jamie         Birch         Coldwater Creek         N/A         N	Associates    Prospects	Showin	ig 21-40 (	of 160 contacts (8 pages),	, 20 T contacts per	r page,			Printable 18 Exp	ort XLS
Manage         Jame         Last Name         Condwater Creek         Kith         51         Phone         Ind flow           []         Manage         Bronks Brothers         Birch         Coldwater Creek         N/A         Ind         Ind           []         Manage         Brooks Brothers         Brooks Brothers         Brooks Brothers         N/A         Ind           []         Manage         Brovenen         Brown         Profilowers         N/A         Ind           []         Manage         Brown         Brown         Brown         N/A         Ind           []         Manage         Outwinerse         Columbian House         Columbian House         N/A         Ind           []         Manage         Columbian House         Columbian House         Columbian House         N/A         Ind           []         Manage         Conking.com         Conking.com         Conking.com         N/A         Ind           []         Manage         Coving.com         Cooking.com         N/A         Ind           []         Manage         Coving.com         Coving.com         N/A         Ind           []         Manage         Coving.com         Coving.com         N/A	II Donors	Prev		5 6 2 8 Next					E Choose Columns	
□         Manage         Jamie         Birch         Coldwater Creek         N/A           □         Manage         BoDEGA Fudge         BoDEGA         M/A           □         Manage         Brooks Brothers         Proflowers         N/A           □         Manage         Buy.com         Buy.com         N/A           □         Manage         Buy.com         Buy.com         N/A           □         Manage         Doug         Buy.com         N/A           □         Manage         Doug         Buy.com         N/A           □         Manage         Col Universe         Col Universe         N/A           □         Manage         ColorfulImages.com         ColorfulImages.com         N/A           □         Manage         ColorfulImages.com         ColorfulImages.com         N/A           □         Manage         ColorfulImages.com         ColorfulImages.com         N/A           □         Manage         ColorfulImages.com         N/A           □         Manage         ColorfulImages.com         N/A           □         Manage         ColorfulImages.com         N/A           □         Manage         Cooking.com         Cooking.com		Delete		First Name		Company Name	CITY	-	Ind/Org	egory
Image         BODEGA Fudge         BODEGA Brothers         N/A           Image         Brooks Brothers         Brooks Brothers         N/A           Image         Barbara         Bry.com         N/A           Image         Buy.com         Buy.com         N/A           Image         Doug         Buy.com         N/A           Image         Coluniverse         Coluniverse         N/A           Image         ColumbiaHouse Creek         Coldwater Creek         Columbia House         N/A           Image         ColumbiaHouse Online         Columbia House         N/A           Image         Cooking.com         Cooking.com         N/A           Image         Cooking.com         Cooking.com         N/A           Image         Cooking.com         Cooking.com         N/A           Image         Cvoking.com         Cvox         CvS           Image         Cvox         CvS         N/A	Volumerry	L	Manage	Jamie	Birch	Coldwater Creek	N/A		Ind	
I Manage         Brooks Brothers         Brooks Brothers         N/A           I Manage         Barbara         Bry.com         N/A           I Manage         Buy.com         Buy.com         N/A           I Manage         Doug         Buy.com         N/A           I Manage         CD Universe         CD Universe         N/A           I Manage         CD Universe         Coldwater Creek         N/A           I Manage         ColorfulImages.com         ColorfulImages.com         N/A           I Manage         Continental         Continental         N/A           I Manage         Cooking.com         Cooking.com         N/A           I Manage         Cooking.com         Cooking.com         N/A           I Manage         Cvoking.com         N/A	Il Board Directors	L	Manage	BODEGA Fudge	BODEGA		N/A		Ind	
Manage         Barbara         Bry         Proflowers         N/A           Manage         Buy,com         Buy,com         N/A           Manage         Doug         Buy,com         N/A           Manage         Coldwater Creek         Coldwater Creek         Coldwater Creek         N/A           Manage         Cooking.com         Cooking.com         N/A           Manage         Cooking.com         Cooking.com         N/A           Manage         Cvoking.com         Cooking.com         N/A           Manage         Cvox         Cvox         Cvox           Manage         Cvox         Cvox         N/A		L	Manage	Brooks Brothers	<b>Brooks Brothers</b>		N/A		Ind	
F   Manage   Buy.com   Buy.com   N/A	Barch: See See See See See See See See See Se	L	Manage	Barbara	Bry	Proflowers	N/A		Ind	
Image         Doug         Buy.com         N/A           Image         Doug         Buy.com         N/A           Image         CD Universe         CD Universe         N/A           Image         Coldwater Creek         Coldwater Creek         N/A           Image         ColorfulImages.com         ColorfulImages.com         N/A           Image         ColorfulImages.com         ColorfulImages.com         N/A           Image         ColumbiaHouse Online         Columbia House         N/A           Image         Cooking.com         Cooking.com         N/A           Image         Cooking.com         Cooking.com         N/A           Image         CVS         CVS           Image         CVS         CVS		L	Manage	Buy,com	Buy,com		A/N		Ind	
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		L	Manage	CVS	CVS		N/A		Ind	

FIG. 4

### Prepared an email that detailed the program

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----- Onginal Message -----

From: sdaniher@kintera com

To: Mark eyeglasses com Sent: Monday, October 08, 2001 5 15 PM

Subject: A traffic driver for you, a reward for good citizens!

A traffic driver for you, a reward for good citizens.

Dear Mark,

build personal pages for each participant and email friends, family and coworkers about their fundraising efforts in a encourage nonprofit fundraising participants to get more involved online. We service over 80 clients, including AIDS We provide tools that allow nonprofits to reach their constituents online, a company that services nonprofit organizations. I am currently building an incentive program to Walks, Arthritis Foundation, MS and more. fun, secure and easy environment. I work for Kintera,

We are looking for 2,000 online discount We are building a test program and would like your company to participate. We ar coupons for participants in the Alzheimer's Memory Walk in San Diego on 11/10/01. Ultimately, I'd like to find a way to roll out incentives to all of the events we host. This year, we have reached over 800,000 participants doing well for the community. Next year, we will top 1,000 events and 2 million people.

We offer an easy way to reach these participants and we're only looking for incentives to distribute that will The demographics of these participants are: 18-49, Adults, with a high disposable income and an affinity for the You choose the discount; we'll distribute it for you. drive traffic to your site. Internet.

Here's how we see the program working:

-Nonprofit participant raises money for their cause online.

-We can build a system that distributes your unique coupon code numbers per participant if you prefer, or, just one code for everyone. -At the end of the fundraising period, we email them the coupon codes of our partners.

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# Using Sphere reports, I was able to gauge the level of interest in the program and send a follow up email

Sphere		201100		1	>		
		MT SPHEKE ADMINISTRATION	INISTRATION CONTACTS	DEVELOPMENT	MAIL CAMPAIGN	REPORTS	
MAIL CAMPAIGN HQ	Mailing Name	Receivers	Content	Schedule			
All Campaigns	Incentive Email 2	All Contacts	Incentive Email	10/8/2001			
My Campaigns							
<u>Campaign Station</u>	Report Summary	Reports	22		Number	Statistics	Percent
Search	Total Emails in Mailing - View Report	View Report			125		100.00%
	Total Emails Sent Successfully	ccessfully			121		%08'96
Occupy All	Total Emails Waiting to	to be Sent			0		%00.0
	Total Emails Failed - View Report	View Report			4		3.20%
Recent Items ूर्य अंदर्भ हुन ।	Total Emails that Resulted in Clicks to Link(s) - View Report	in Clicks to Link(s)	- View Report		0		0.00%
Sood Citizens Mailin	Total Emails that Did Not Result in Clicks to Link(s) - View Report	Result in Clicks to	Link(s) - View Report		121		100.00%
♦ Virtual Goodie Bag P	Total HTML Emails Opened	d - View Report			58		47.93%
E TravelSmith TravelSm	Total HTML Emails O	pened that Did Not	Total HTML Emails Opened that <b>Did Not</b> Result in Clicks to Link(s) - <u>View</u>	<(s) - View	an un		47.93%
E Urbano.com Urbano.co	Keport						
YourActivePet.com Your Your Your Your Your Your Young Youn							
E Paul www.aleather.co							
El Vitaminshoppe.com Vi							
Things emembered com							

FIG. 6

F-Kintera"
Donate with Confidence"

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#### Registration Form



Virtual Goodie Bag Participation Form

Thank you for your interest in our Virtual Goodie Bag Program!
Simply fill out the form below and email your logo (preferably in an eps) to sdaniher@kintera.com no later than Friday, November 23rd.

Thank you for your participation!

Contact Information
* First Name:
* Last Name:
Company Name.
* Email:
* Business Phone:
* Please describe your offer:
Offer expires:
Quantity of coupons:
Restrictions or Disclaimers:
* Coupon code:
Submit Submit * required information

FIG. 7

Discount coupon code and description were received through the Sphere registration form.

Personal Info	
Name: Mark Agnew Greeting: Mark Agnew	Marketing Source:
Org. / Company: Eyeglasses.com, Inc. Position:	Gender: Birthdate:
Email: mark@eyeglasses.com	Category:
Address Line 1:	
Address Line 2:	Special Flag:
City: N/A	
State:	
Zip:	
Country:	
Home Phone:	
Business Phone: (203) 838-4844	
Fax;	
Please describe 15% Discount on any purchase	offer expires: 1/1/2002
Quantity of 10000	Restrictions or
conbons:	Disclaimers:

FIG. 8

#### Report of Participants

Help   Logout   Contact Us				Restrictions or Discl			cannot be used with another promotion	Please enter the code at checkout. Coupon is not va		Not valid with any other coupon, prior purchase or e			May not be applied against shipping charges; May ni	10% off purchases more than \$0.00, excludes Diam	Orders can be placed by visiting www.mrsfields.com	Not valid with any other offer.	
Kintera campaign REPORTS		Please choose one Show all records	o o	<u>Please describe your offer</u>	15% Discount on any purchase	\$5 off any order of \$25 or more!	\$5 off on any purchase	\$10 off any order \$50 or more	Get \$5 off any purchase of \$20 or more	\$10 off your purchase of \$50 or more	15% off all purchases	\$15 OFF	\$15 OFF	10% off	\$5.00 off an purchase of \$30.00 or more	\$5 off \$25 purchase, \$10 off \$50 purchase	FIG. 9
Welcome: Susan Daniher with Kintera	Rewards Program 0 Simple Up	as a	Showing 1-17 of 17 records (1 pages), 20 - records per page.	Email	mark@eyeglasses.com	jbirch@thecreek.com	bbry@proflawers.com	norman.galimba@personalcreations.com	maria@esticker.com	chutchinson@finishline.com	Peter@Flower.com	dmarch@novica.com	dmarch@novica.com	mobrien@ashford.com	Nickolep@mrsfields.com	val@greenfeet.com	
	Initiative Name Good Citizens Online Rewards Program Sign Up All Contact Report	Search for:	Showing 1-17 of 17 ra	Last First	Agnew Mark	<u>Birch</u> Jamie	Bry Barbara	<u>Galimba</u> Norman	Gonsalves Maria	<u>Hutchinson</u> Chris	<u>Levensohn</u> Peter	<u>March</u> Dan	<u>March</u> Dan	O'Brien Mark	Podany Nickole	<u>Reddemann</u> Valene	

### and that he that the left he was to he had that that the he had that that the

# Donor or participant receives email from us after event

Dear [[First Name]],

Thank you for participating in the 11th Annual 5K Memory Walk. Please click here to access your online coupons as thanks for fundraising online! We hope that you enjoyed using your personal donation page to ask your friends and family to get involved in Memory Walk and submit secure online donations.

Thank you,

Alzheimer's Association - San Diego Chapter

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# Each offer contains instructions on how to receive discount.

# Here is your Virtual Goodie Bag<sup>™</sup>

Thank you for participating in the 2001 Simply choose the offers you wish to re		ory Walk. Here n and follow th	Memory Walk. Here are your online coupons! deem and follow the instructions below.	
Company Name	Description	Offer Expires	Restrictions or Disclaimers	Instructions
eyeglasses.com	15% discount on any purchase!	1/1/2002	Not valid with any other offer.	Enter this code at checkout: kintera15
Coldwater Creek	\$5 off any order of \$25 or more!	12/15/2001	Not valid with any other offer.	Enter this code at checkout: WHA3101
The state of the s	\$5 off on any purchase!	12/31/2001	Not valid with any other offer.	Click on this link to receive your discount:
PERSONAL CREATIONS	\$10 off any purchase of \$50 or more!	12/31/2001	Coupon is not valid with any other offers.	Enter this code at checkout: 4002EM
R TICKER.	\$5 off any purchase of \$20 or more!	1/1/2002	Not valid with any other offer.	Enter this code at checkout: reward\$20
FIG.	11		Not valid with anv other coupon.	

### Using a special code they enter at checkout.

FIG. 12



15% discount off any purchase!

Not valid with any other offer. 10/5/2002

Enter this code at checkout: CHARITY



#### Redeem Any Special Offers

#### Promotion Code:

If you are responding to a special offer, enter the promotional code here.

Promotion Code Number: CHARITY

#### Giff Certificate/Coupon:

If you are redeeming gift certificates or coupons, please check this box.

#### Continue Check Out



(\*) MAKE IT HICKORY FARMS SPECIAL (\*)

Store Locator | Corporate Gift Center | Lavorite Lood Sites | Become an Affiliate | Free Catalog | Jobs